DOCUMENT RESUME

ED 306 629 CS 506 653

AUTHOR Applegate, Edd
TITLE Magazine Production: A Selected, Annotated Bibliography of Audio-Visual Materials.
PUB DATE 89
NOTE 4p.
PUB TYPE Reference Materials - Bibliographies (131)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS Annotated Bibliographies; Audiovisual Aids; Higher Education; Instructional Materials; *Periodicals; *Printing; Production Techniques; Publications

ABSTRACT

This bibliography, which contains 13 annotations, is designed to help instructors choose appropriate audio-visual materials for a course in magazine production. Names and addresses of institutions from which the materials may be secured have been included. (MS)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY
Edd Applegate
TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)
This document has been reproduced as received from the person or organization originating it.
Minor changes have been made to improve reproduction quality.
• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

ED306629

CS506653

Magazine Production

A Selected, Annotated Bibliography of Audio-Visual Materials

Prepared By

Edd Applegate
Department of Journalism
School of Mass Communication
Middle Tennessee State University

March, 1989

This bibliography is designed to help instructors choose appropriate A/V materials for the course in magazine production. Names of institutions from which the materials may be secured have been included.

Black Journalism. B/W. University of Michigan, TV Center, 400 Fourth St., Ann Arbor, MI 48103

The editor of Ebony, America's leading black publication, talks about trends in black publishing and broadcasting as well as his magazine's editorial policies.

Learning to Set Type. 11 mins., b/w. Boston University, School of Education, 765 Commonwealth Ave., Boston, MA 02215

Basic principles of typesetting and distribution are demonstrated. Points stressed are the correct ways of manipulating the type, the importance of the left thumb, the spotting of letters and the importance of following copy and correcting errors.

Learning to Set Type. 14 mins., b/w. University of Kansas, 746 Massachusetts, Laurence, KS 66044

Demonstrates, by means of close-ups and slow-motion, the basic principles of typesetting and distribution.

Lithography or Offset Printing. 22 mins., color. University of Kansas, 746 Massachusetts, Laurence, KS 66044

Describes and explains offset printing from layout to press run.

Magazine Cover Design. 30 mins., b/w. Nebraska Educational TV Council for Higher Education, Box 83111, Lincoln, NE 68501

A Time cover is journalism. It is meant to convey a mood, an interpretation, no less than the story it accompanies. Various covers are viewed and discussed.

One Week. 23 mins., color. University of Michigan, A/V Educational Center, 416 Fourth St., Ann Arbor, MI 48103

Documents the seven hectic, decision-filled days involved in publishing a newsweekly magazine; the pressures and satisfactions, dismay and devotion, fatigue and occasional humor which are part of separating fact from fiction.

Printing: Platen Press Makeready. 15 mins., b/w. Boston University, School of Education, 765 Commonwealth Ave., Boston, MA 02215

A printing and graphic arts film, showing the process of makeready, from locking up the form to running the completed job. Parts of the press are identified and discussed.

Printing Through the Ages. 13 mins., b/w. University of Michigan, A/V Educational Center, 416 Fourth St., Ann Arbor, MI 48103

Printing from ancient times to the present. Early methods of block printing; transition to letter type. Gutenberg's contributions are discussed.

Prints. 15 mins., color. University of Michigan, A/V Educational Center, 416 Fourth St., Ann Arbor, MI 48103

Print-making processes using simple, easily available materials such as vegetables, string and cardboard.

Profiles in Journalism: Arnold Gingrich. Color. University of Michigan, TV Center, 400 Fourth St., Ann Arbor, MI 48103

Esquire Magazine publisher tells the story of his magazine in a half-hour full of anecdotes and history: how a trade journal became one of America's great literary magazines.

Protest and Communication. 52 mins., color. Iowa Films, University of Iowa, C-5 East Hall, Iowa City, Iowa 52242

At the close of the 15th century, Gutenberg's printing press was becoming a major influence. The writings of Luther, Erasmus and Thomas More spread to a wider audience through the medium of printing. Discusses the power of the press.

Silkscreen. 15 mins., color. University of Michigan, A/V Educational Center, 416 Fourth St., Ann Arbor, MI 48103

Basic principles; construction of silkscreen; creation and use of stencils made with paper, crayon, film and tusche-and-glue methods; two-color prints. These are discussed with clarity.

A Special Kind of Voice: The City Magazine. B/W. University of Michigan, TV Center, 400 Fourth St., Ann Arbor, MI 48103

Senior editor of Philadelphia Magazine believes that city magazines can have a stronger impact on readers than national magazines because they probe into urban problems that directly affect people. Very informative.